

# ACD and Family Christian Stores® Team for Exclusive In-Store Interactive Promotion of FoxFaith Videos

When Family Christian Stores® (FCS) needed a technology partner for its in-store initiative with FoxFaith, America's leading Christian lifestyle retailer enlisted the services of ACD.

Having worked together since 2000, FCS was confident that ACD would again deliver the appropriate solution.

The campaign launched in November of 2006 to coincide with the peak holiday shopping period.



Sample screen shot of the StarNET™ 15" interface  
ACD developed for Family Christian Stores®

*"We have already seen a lift in DVD sales."*

**Jef Fite-CIO**  
Family Christian Stores

It will continue to promote FoxFaith's DVD catalog in prime theatrical markets and other FCS locations via ACD's

interactive touch screen and digital ticker tape devices throughout 2007.

The impetus for the campaign came from the synergistic desire of FoxFaith and FCS to create a distinctive way to promote in-store DVD sales.

Given the media-rich content and self-

service demands of this application, FCS opted to go with ACD's multimedia powerhouse 15-inch StarNET™ system with its ease-of-use, portability, reliability, and flexible installation options. A combination of stand-alone and network-based units was installed in 166 FCS locations throughout the United States.

According to FCS CIO Jef Fite, "We have already seen a lift in DVD sales, and the new fixture and technology enhance our overall store environment." Fite adds, "We plan to increase the product and promotion information available on the ACD units to provide even more value to our in-store customers."